SOMEXING ART AGENCY UNVEIL ITS NEW COLLABORATION WITH **1664 BLANC** X **JEAN-CHARLES DE CASTELBAJAC**

1664 BLANC X jcc+

844 091 272 R.C.S. Bordeaux somexing

À LA FRENCH* TOUCH!

Édition limitée, de juin à juillet dans vos magasins GMS sous réserve des stocks disponibles.
*À La Française – 1664 est une bière brassée en France. La bière 1664 Blanc se consomme fraîche, idéalement entre 6 et 8 degrés.

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION.

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1664 BLANC X Jean Charles de Castelbajac

1664 BLANC SIGN A COLABORATION WITH JEAN-CHARLES DE CASTELBAJAC.

Somexing Art Agency has chosen the artist and designer Jean-Charles de Castelbajac for a collaboration with 1664 BLANC that artfully blends the brand's codes with the artist's creativity in a colourful limited edition.

New artistic collaboration by 1664 BLANC

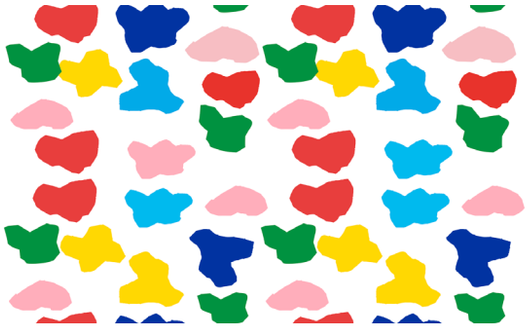
This collaboration marks a major artistic shift for 1664 BLANC, enabling the brand to artify its image and recruit new consumers.

By collaborating with Jean-Charles de Castelbajac, 1664 Blanc rejuvenates its brand image with a colourful edition that disrupts its traditional design, while preserving the historical aspect that the artist has carefully reinterpreted.

A partnership based on authenticity and style

For this original collaboration, Jean-Charles de Castelbajac has infused the iconic 1664 BLANC logo with a pop, colourful visual universe.

''I wanted these clouds to be like fragments of summer and for a sun to appear. In each colour there is character, I brought them together to form a pop design.'' JCC



1664 Blanc X Jean Charles de Castelbajac patterns

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To the blue of its iconic bottle and the red of its historic label, Jean-Charles de Castelbajac has added his complementary yellow and green. This unique blend of colours is also applied to the bottle caps.

Crowning the bottle with a modern stylized sun and a sky of multi-coloured "Bubble Sky*" clouds, Jean-Charles de Castelbajac's collages and drawings embody freshness and summer.

The artist has also reinvented the 1664 signature, "À LA FRENCH", by adding his "TOUCH" in bringing his own unique style.

*The name of the design created by Jean-Charles de Castelbajac for this limited edition.

An exclusive launch event

1664 BLANC and Jean-Charles de Castelbajac unveiled their collaboration at a unique evening event in the heart of the Marais in Paris. The event was a further opportunity for the brand to demonstrate its artistic commitment by showcasing its latest collaboration, featuring a live art performance by Castelbajac, a music performance by Eloi, a young up-and-coming artist on the French music scene, and a musical atmosphere by DJ Benjamin Belin.

1664 BLANC X Jean Charles de Castelbajac

1664 BLANC X Jean Charles de Castelbajac cocktail

''My goal was to transform this historic bottle into an iconic object. That's how the idea of a multicoloured sky came to me.''
JCC

An immersive consumer experience

The campaign invites consumers to enjoy a unique experience in more than 100 trendy bars in France, through various activations such as glasses and t-shirts in the campaign colours, perfectly matching the fresh, sour cocktail imagined for the occasion. Mixologist Rémi Massai, also known as French and Stormy, has drawn on the richness of the French terroir and the ingredients that characterize the Summer season to create a recipe that perfectly symbolizes the collaboration between 1664 BLANC and Jean-Charles de Castelbajac.

Available on the French market

This collaboration between the French beer brand and the designer will be unveiled to the public from early June, offering a colourful design of the iconic 1664 BLANC and its limited-edition packs for the 2024 summer season.

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Artist Portrait

About the artist

An avant-garde designer and artist, Jean-Charles de Castelbajac pioneered what are now the foundations of new creation: art, reappropriation and collaboration. Distinguished by a concise chromatic palette of red, blue, green and yellow, his artistic expression takes shape through his preferred media: chalk and felt pen drawings, collages, installations and performances.

© June Lee

About Somexing Art Agency

Somexing Art Agency supports international brands and institution in the definition of their artistic strategy and the curation of artists for art-based marketing campaigns, limited editions, and brand ex- hibitions with an international reach. Beyond art strategy, Somexing team provides full services for collaborations development: packaging design, brand content creation and retail design.

- International and established artists
- Emerging talent from target markets: France, China, India, Middle East and Africa
- Contemporary art, fashion, illustration, photography, craftmanship, performance, architecture, etc.

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